

I. General Information

Title of Consultancy: ANIMATION DESIGNER

Contract: Individual Consultant

Duration of the assignment 2 weeks

Supervisor: Programmes Manager

Closing date: 18th May 2021

II. Background

Women Empowerment Link (WEL) is a nonprofit, nonpartisan, non-governmental Women's rights organization that has been working in Kenya for the last twelve years. Our core mandate and objective are to empower women and girls to realize their full potential, worth, and strength politically, socially, and economically, these are pursued through various partnerships with government and non-governmental entities through three thematic areas of:

- I. Transformative leadership, which seeks to increase the number of women in leadership positions (decision making positions), be they appointed, elected, or nominated;
- II. Elimination of Violence against Women & Girls, a focus area that aims to facilitate development, promotion, and enforcement of appropriate mechanisms for prevention, protection, and response to violence against women and girls;
- III. Sustainable Livelihoods for Women, focusing on strengthening the livelihoods base of women, especially their capacity to engage in successful business enterprises;

Under the Transformative Leadership Programme, WEL has been working towards Promoting Women's participation in politics and governance. This has been through capacity building for aspirants, elected and nominated women leaders, movement building at community level and policy advocacy at county and national level.

WEL with support from *Brot Fur Diet Welt* has been implementing a three-year pilot project that is geared towards strengthening inclusive leadership in the three counties of Bomet, Kirinyaga and Kitui through three objectives of:

1. Enhancing the capacities of women to perform within the county assemblies
2. Increasing public support for women leadership and governance amongst community members through community conversations to influence gender sensitive reforms
3. Enhance evidence-informed policy making and knowledge management to influence gender sensitive policy reforms

It has been seen through studies that humans tend to remember videos and images more than textual content and animation videos which provide a great way to captivate viewers with rich colorful and playful scenes. In animation videos, figures are manipulated to appear as moving images. Currently, the common animations made are either 2D or 3D animations. Animations have become a great educational tool in conveying information. Through animations, difficult conversations are sparked and positive website and social media traffic can be influenced.

It is against this backdrop that WEL seeks to bring onboard a consultant to develop short animation clips that will:

- Educate the public on response of mental health in the women leadership space amidst the pandemic

- Promote psychosocial support for survivors by popularizing hotline numbers for purposes of assistance

III. Context

The world is witnessing an unprecedented health pandemic causing countries to impose tough measures to curb the spread of the virus such as the recent directive to restrict movement to other counties and work from home. While these measures are proving to be effective in the prevention and containment of the spread of coronavirus, Gender Based Violence (GBV) is however on the rise, women have taken up more responsibilities coupled with economic turmoil, loss of livelihoods, and the confinement of people in the same space for long periods of time. As feminist theorists have recently argued, women's well-being is not solely determined by biological factors and reproduction, but also by the effects of workload, nutrition, stress, war and migration.

Many countries are reporting a surge in cases of socio-economic and political violence since the onset. According to the United Nations Agency in Kenya, across the world women are confronting increases in domestic violence, care duties, unemployment and poverty. These impacts exacerbate existing socio-economic inequalities and underscore the need for gender-responsive policies, laws and budgets. Mainstreaming a gender perspective needs to be coupled with mainstreaming mental health issues as well, because women disproportionately suffer from mental health disorders and are more frequently subject to social causes that lead to mental illness and psychosocial distress. In response to this, non-government and government organizations have come up with toll free lines to report cases of violence and provide psychosocial support to survivors. In addition, it is clear that women's participation in the response and recovery plans is vital to ensure their needs are met. It's against this background that WEL seeks to develop videos that will educate the public on the importance of mental health and women leadership in the midst of the pandemic as well as provide guidance for survivors of VAW/G on where to seek psychosocial support.

IV. Objectives of the Assignment

The purpose of this consultancy is to develop, design and deliver short 1-minute animation clips that will include information on mental health, women leadership, COVID 19 and the toll-free numbers. This will inform the public on response of mental health in the women leadership space amidst the pandemic and advocate for psychosocial support for survivors by popularizing hotline numbers for purposes of assistance

Intended output:

- The survivors of VAW/G including women leaders will get psychosocial support
- The psychosocial support toll free numbers will be popularized across the country.

VI. Timeframe

This consultancy is for 2 weeks (14 days) from the date of issuance of consultancy contract.

VII. Final product/Deliverables

The consultant will deliver the following at the end of the exercise:

- Detailed inception report: Containing detailed work-plan specifying activities and timelines agreed with WEL; detailed description of the development of the animations.
- Visualize and create engaging 2D or 3D animations that's sharable on multiple devices and social media
- Create the storyboard in consultation with the project team
- Create voice over
- Discuss ideas for images, graphics and animations with the WEL team before applying them in the development

- Communicate effectively with the WEL team
- Provide an invoice before and after provision of service

VIII: Scope of work/Review/approval time

- It is anticipated that the designing, development and delivery of the animations will take approximately 14 days to complete including days. A detailed timeframe will be agreed upon with the appointed consultant.

IX: Qualifications and Competencies

The required background and experience of the Consultant is as follows:

- Possession of a degree in animations, computer graphics, fine arts or a related
- Proven experience in designing and developing short enticing clips/ animations.
- Institutional knowledge of working with Non-Governmental Organization – NGOs (preference in women and Development)
- Voluntary certification from software developers is an added advantage

The specific competencies and qualification required of the Consultant are as follows:

- Proven knowledge and experience on women issues.
- At least 2-5 years of proven experience in designing and developing animations
- Demonstrated ability to work with a tight schedule,
- Proven ability to deliver quality animations/ graphics in line with established deadlines
- Proven experience of having participated previously in final design and development of animation will be a plus.
- Excellent command of written and spoken English and Kiswahili
- Able to deliver within the stipulated time frame

X. Submission of Application

- Interested consultants who meet these requirements and are available within the indicated time frame should submit Expression of Interest (EOI) which MUST contain Technical and Financial Proposal. The technical proposal should include Consultant's understanding of the TOR, methodology, work plan and activity schedule indicating of availability to start and undertake this assignment.
- The financial report should include professional fees and other expenses required to undertake the assignment, the costs should be inclusive of VAT.
- A detailed CV of the Consultant highlighting relevant qualifications, skills, experience and full contact details of three referees where similar assignments have been conducted should be included as annexes.
- Kindly remember that applications without Technical proposal will not be considered

Note:

Expression of interest should be emailed to: info@wel.or.ke on or before **18th May 2021** indicating the subject line as '**Animation Designer for Strengthening Inclusive Leadership Project.**'

XI. Terms of Service

- This is a non-staff contract under the Individual Contractor modality of hiring at WEL. The incumbent shall not be considered as staff of WEL and are therefore not entitled to any privileges or any other special status or conditions as WEL staff.
- WEL reserves the right to reject any application(s) without disclosing the reasons.